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INSIDE:

CSFA leadership visits the state capitol

Corporate profile: Emergency Reporting

EMERGENCY REPORTING®

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EST. 1922

By Gary Giacomo

Emergency Reporting:
A records management system
born from the fire service

When one thinks about Washington State and its industries, certainly airplane manufacturer Boeing, and coffee behemoth Starbucks immediately come to mind. The natural resources of seafood and lumber are also at top of the list. Software giant Microsoft is also headquartered outside of Seattle, and its presence attracts a number of smaller technology companies to the Evergreen State – among these is Emergency Reporting. Emergency Reporting is the premier cloud-based fire records management solution (RMS) in the world today, operating from the quaint sea coast college town of Bellingham, a scant 30 miles from the Canadian border.

The company was founded in 2003, and is the brainchild of Dave Adams and Adrian Mintz. Both men are products of Bellingham-based Western Washington University. Adams today serves as Chief Revenue Officer and Mintz serves as Chief Product Officer.

In addition to his information technology background, Mintz has 22 years as a fire officer, instructor, EMT and technical rescue specialist. He and Adams collaborated on a geo-mapping project for Skagit County EMS back in 2002, which then planted the seed for what would become today's Emergency Reporting.

The vision for Emergency Reporting was a cloud-based large-scale fire and EMS system to collect, analyze, report, and manage data for fire departments. In that busy first year, the company implemented the National Fire Incident Reporting System (NFIRS) as the core of the Incident module, and also integrated the National EMS standard into that module. The result was a product that allowed users the ability to complete a single fire and EMS report. With Mintz's fire department background, and a keen ear to customer needs, Emergency Reporting quickly added hydrants, maintenance, inspections, training, events and payroll to the comprehensive company offerings.

In those early days, it was not uncommon to see Adams and Mintz staffing a fire service trade show booth, while at the same time offering technical support via their cell phones and laptop computers.

Today, Emergency Reporting's 86 employees provide cloud-based records management solutions for 6,500 fire departments around the world. There are 170 fire departments throughout California that are using Emergency Reporting software from Arcata to Marin County and down to Anaheim, and interest from new clients in the Golden State continues to grow (See sidebar with a partial customer list on page 8).

"At the outset I did not envision us being this big," notes co-founder Adams. "When we started we were adding maybe 10 fire departments a month, and that was good. Now sometimes we add 70, 80 or 100 a month. We are a good-sized organization, and there is still a lot of growth potential."

Current CEO David Nokes joined the company in 2011 as the Director of Sales and Marketing. He was the 17th employee on the company's roster when there were only 793 customers.

The growth of the company's customer base as well as its variety of soft-

An Emergency Reporting sales and marketing force of 17 were on hand at the Fire Department Instructor's Conference, in Indianapolis earlier this year.

The Emergency Reporting headquarters in downtown Bellingham, Washington.

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-Dave Adams, Chief Revenue Officer and co-founder

"We think you win more championships with chemistry than you do talent. I mean we want to find the best talent, but talent with chemistry has a lot more horsepower than just talent alone. So it is a common belief here: We don't care where good ideas come from. A good idea is a good idea."

-David Nokes, CEO Emergency Reporting

ware modules created under his leadership has been steady.

"We added 5,300 fire departments in 8 years," said Nokes, "but there are over 30,000 fire departments in the United States, so there is a lot of room for us to grow."

Emergency Reporting's ability to integrate existing modules with its proprietary software has helped the company move into providing solutions for larger fire departments than it had pre-

Emergency Reporting's open offices offer a commanding view of the surrounding mountains and forests.

An attraction to employees of Emergency Reporting, are the opportunities for outdoor activities. Here a couple employees pose with mountain bikes. The company adopts local mountain bike trails and sponsors a team in the annual Ski to Sea endurance race each year.

viously served.

"We are a federally-compliant solution today," says Nokes. The company started with a few Marine Corps bases and then expanded into the Army. Today Emergency Reporting software can be found at U.S. military installations around the globe.

Strong marketing at all of the major fire service trade shows, and strategic alliances with associations such as CSFA have paid dividends for the company's impressive growth.

In California that has meant larger metropolitan fire department clients like Anaheim and Santa Monica Fire Departments, and across the country larger fire departments like those in Little Rock, Arkansas and Cleveland, Ohio are now part of the company's user base.

"What is appealing is that we can

Emergency Reporting co-founder and current Chief Product Officer Adrian Mintz prepares a meal in the well-equipped kitchen that is a hub of the Emergency Reporting headquarters. Mintz is a firefighter and knows the importance of the firehouse kitchen and meals to help foster teamwork in the fire service.

integrate a fire department's existing software with our platform," says Nokes. "Maybe they have a scheduling product, and they aren't ready to give that up. The beauty of what we have built is that we can walk in, and they connect those other products to our platform. I feel this places us in a strong competitive position."

Although domestic growth is certainly steady, opportunities abroad are also being capitalized upon. Emergency Reporting's software is currently translated into 8 different languages.

"What we are finding is that the data collection requirements abroad are different, and often less detailed than those required in the United States," says Nokes, "so it is an easier task to meet those requirements."

Largely through word of mouth, Emergency Reporting has gained some Canadian customers, and in South America the Cali Fire Department in Colombia is using Emergency Reporting software, while fire departments in other South American countries are also expressing interest in the company's products.

A culture of innovation and collaboration

The company's headquarters in Bellingham is a combination of open collaborative work spaces, small offices and open cubicles. At the center of the building is a large well-equipped kitchen. In a nod to its fire department customers and as a team-building exercise, each month one company department is charged with cooking a meal for the rest of the company.

The company recruits many of its staff members locally from the Western Washington University in Bellingham as a well as from local technical schools and University of Washington.

The physical geography is ideal for people who love the outdoors, which includes world-class mountain biking trails ringing Bellingham, along with opportunities for skiing, hiking, kayaking and a host of other recreational opportunities. Within the company, management strives to foster a culture of inclusiveness and collaboration.

"We work hard at the culture, and

we are very intentional about it. It is intentional in its transparency and intentional in its inclusiveness," says Nokes. "Our culture is born out of agile scrum software engineering environment, that essentially says, 'we can build anything but we can't build everything', and it is important for us that we build the right things at the right time. We spend a lot of teaching customers how to tell us what they need."

That same philosophy is used to foster a positive work chemistry and open culture to help feed productivity within the company. Every Tuesday there is a companywide meeting that lasts about 15 minutes. Each department walks through their tasks for the week. During

Emergency Reporting fosters a culture of collaboration to help provide the best reporting solutions for their 6500 customers fire departments around the world.

these meetings someone from another deparmtent may say, 'hey I can help you with that' or 'maybe here's a way of looking at the challenge differently'.

Nokes was a scholarship baseball player at University of Washington, and he promotes the value of teamwork to be successful, and to help foster the positive culture within Emergency Reporting.

"We think you win more championships with chemistry than you do talent," says Nokes. "I mean we want to find the best talent, but talent with chemistry has a lot more horsepower than just talent alone. So it is a common belief here: We don't care where good ideas come from. A good idea is a good idea."

"We compete for talent everyday. We are competing for high tech talent just down the road in Seatle. We know we have

to create the right environment to keep people here, and so far it is working."

In addition to the Bellingham-based customer phone support, Emergency Reporting hosts a number of regional face-to-face training academies with current and prospective customers as well as on-going webinars to keep customers apprised of new features and developments with their software products.

Emergency Reporting displays all of the metrics of a home-grown American success story, while providing the world's fire service with easy-to-use, comprehensive and flexible cloud-based records management.

As CEO Nokes says with a smile, "Our company is in a good spot." 🔥

Gary Giacomo is the editor of The California Fire Service magazine.

Emergency Reporting California customer departments (Partial list)

Alhambra Fire Department	Montezuma Fire Protection District
Amador Fire Protection District	Morongo Valley Fire Department
Anaheim Fire & Rescue	Mount Shasta Fire
Aptos/La Selva Fire Dist.	Murphys Fire Protection District
Arcadia Fire Department	Napa State Hospital FD
Benicia Fire Department	NASA-JPL Fire Department
Bishop Fire Department	Newberry Springs FD
Calaveras Consolidated Fire Protection District	North Central Fire Protection District
Calexico Fire Department	North County Fire Authority
Calistoga Fire Department	North County FPD
Central Calaveras FPD	North San Juan Fire Protection District
Central Fire Protection District of Santa Cruz County	Northshore Fire Protection District
Central Marin Fire Department	Novato Fire Protection District
Chester Fire Protection District	Plumas Eureka Fire
Chowchilla Fire Department	Redding Fire Department
Clements Rural Fire Protection District	Rescue Fire Protection District
Colusa Fire Department	Rio Vista Fire Department
Copperopolis Fire Protection District	Ripon Consolidated Fire District
Corte Madera Fire Department	Ross Valley Fire Dept
Culver City Fire Department	San Andreas Fire Protection District
Dixon Fire Department	San Gabriel Fire Department
Dunnigan Fire Protection District	San Manuel Fire Department
Ebbetts Pass Fire District	San Marino Fire Dept.
El Centro Fire Department	San Miguel Community Services District Fire Department
Fallen Leaf Fire Department	San Rafael Fire Dept.
Farmington Fire District	Santa Monica Fire Department
Fortuna Fire Protection District	Schell-Vista Fire Protection District
French Camp McKinley Fire District	Scott Valley FPD
Garden Grove Fire Department	Shasta Lake Fire Protection District
Garden Valley Fire Protection District	South Pasadena Fire Dept.
Hanford City Fire Department (CA)	Southern Marin Fire Prot. Dist.
Hollister Fire Department	Spreckels VFD
Idyllwild Fire Protection District	Stinson Beach Fire Protection District
Imperial County Fire Department	Suisun City Fire Department
Kelseyville FPD	Susan River Fire Protection District
Kentfield FPD	Susanville Fire Department
Keyes Fire Protection District	Sutter Creek Fire Protection District
Knights Landing Fire Department	Tiburon Fire Protection District
Lake County FPD	Tulare County FD
Lakeport Fire Protection District	Tule River FD
Lathrop-Manteca Fire District	Tuolumne County Fire Department
Lemoore Volunteer Fire Department	Vernon FD
Linden-Peters Fire District	Walnut Grove FPD
Lodi Fire Department	Waterloo Morada Rural Fire Protection District
Marin County Fire Dept	Watsonville Fire Dept.
Marysville Fire Department	Weed City Fire Department
Mill Valley Fire Dept	Wheatland Fire Department
Mokelumne Hill Fire Protection District	Yolo Fire Protection District
Monterey Park Fire Department	